

Message Text

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PAGE 01 TANANA 01121 150542Z

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ACTION COME-00

INFO OCT-01 AF-05 ADP-00 EB-05 RSC-01 RSR-01 /013 W

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R 150515Z AUG 73

FM AMEMBASSY TANANARIVE

TO SECSTATE WASHDC 5557

UNCLAS TANANARIVE 1121

E. O. 11652: N/A

TAGS: BEXP, XA

SUBJ: PROPOSED FY 1975 TRADE PROMOTION EVENT SCHEDULE FOR AFRICA

FOR: COMMERCE

REF: STATE A-6254

1. EMBASSY HAS REVIEWED SUBJECT TRADE PROMOTION SCHEDULE AND REQUESTS THAT COMMERCE CONSIDER POSSIBLE SCHEDULING OF ONE OR BOTH OF FOLLOWING CATALOG SHOWS FOR MALAGASY REPUBLIC: AGRICULTURAL EQUIPMENT; FOOD PROCESSING AND PACKAGING EQUIPMENT.

2. ALTHOUGH WE DO NOT HAVE DETAILED STATISTICS ON IMPORTS OF AGRICULTURAL EQUIPMENT INTO MADAGASCAR, GIVE OVERWHELMING PRODOMINANCE OF AGRICULTURAL SECTOR IN ECONOMY, PURCHASES OF THIS TYPE EQUIPMENT ABROAD OBVIOUSLY HAVE BEEN AND WILL CONTINUE TO BE SIGNIFICANT PORTION OF TOTAL IMPORTS. FURTHERMORE PRESENT GOMR EFFORTS TO DIVERSIFY AGRICULTURAL PRODUCTION COULD WELL LEAD TO DEMAND FOR EVEN LARGER VALUE OF EQUIPMENT IN FUTURE.

3. DURING PAST YEAR GOMR HAS SHOWN INCREASING INTEREST IN DEVELOPMENT OF IMPORT SUBSTITUTION INDUSTRIES, PARTICULARLY THOSE WHICH COULD USE LOCAL PRODUCTS. SEVERAL NEW PROCESSING OPERATIONS FOR AGRICULTURAL PRODUCTS ARE PRESENTLY UNDER STUDY. IF GOVT MOVES AHEAD IN THIS FIELD, IT IS PROBABLE MARKET FOR FOOD PROCESSING AND PACKAGING EQUIPMENT WILL GROW IN NEXT FEW YEARS.

4. IF COMMERCE IS AGREEABLE AND IF IT COULD BE ARRANGED EMBASSY
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WOULD LIKE CONSIDER COMBINING AGRICULTURAL EQUIPMENT AND FOOD

PROCESSING CATALOG SHOWS FOR PRESENTATION HERE. BECAUSE OF OBVIOUS
LINK BETWEEN THE TWO TYPES OF EQUIPMENT, BOTH SHOWS ARE LIKELY
TO BE OF INTEREST TO SAME BUSINESSMEN AND GOVT OFFICIALS.
MENDENHALL

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